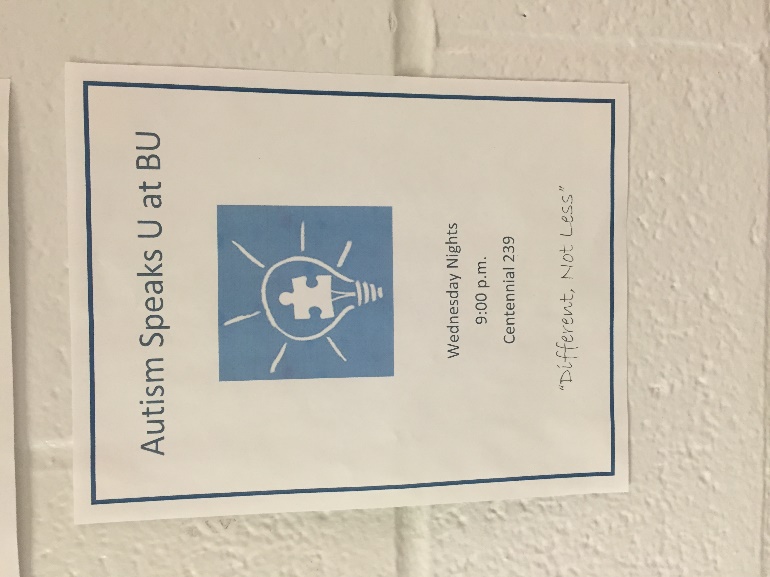
**EAR Final Draft**

**Foundations of College Writing – Dr. Sherry**

**Sean O’Brien**

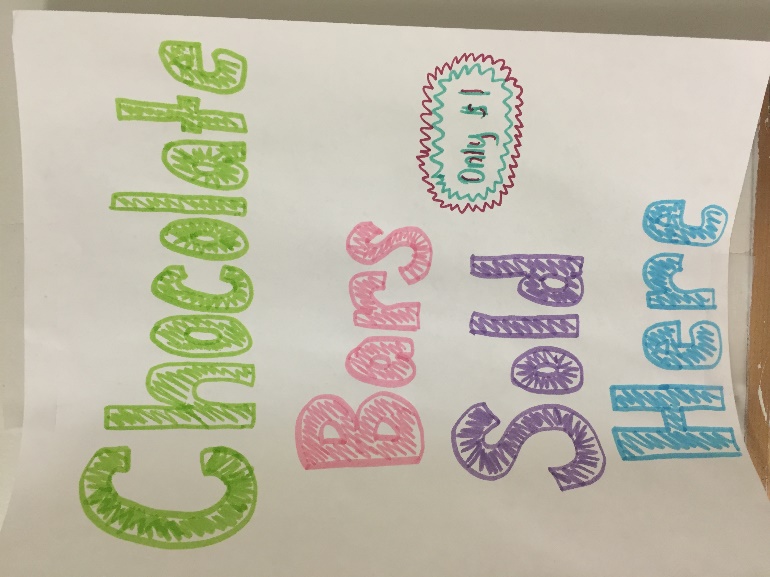
**EAR 1:**

**Flyer 1**



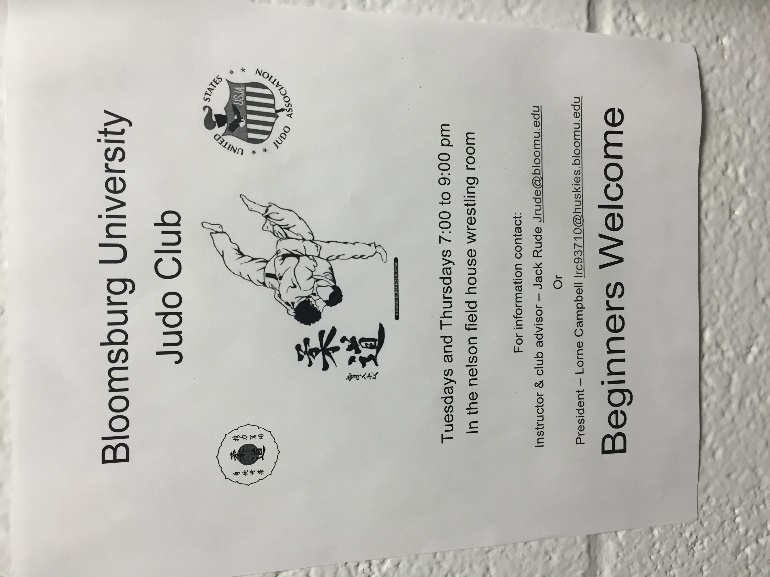
**Contrast:** In this flyer I do not see much contrast other than the little bit of blue they used. In my opinion they should have put a little more color into this flyer because all the white from the paper just seems to blend into the wall.  
**Repetition**: Throughout this flyer they stuck to a specific color scheme which was light blue and white but it seems to me that they used a darker tint of blue for the border of this flyer.  
**Alignment:** The creator of this flyer made sure that everything was centered starting from the title all the way down to the little quote at the bottom.  
**Proximity:** Everything in this flyer seems to have its own place for example the title is at the top the picture in the middle and the information at the bottom.  
**Purpose:** The purpose of this flyer is to get the word out there so that people know there are meeting about autism in Centennial Hall room 239 Wednesday nights at 9:00 pm.   
**Audience:** The audience for this flyer are students that attend Bloomsburg University whom are interested in autism and giving back.  
**Genre:** I believe the genre for this flyer would be informative.  
**Engagement:** What the creator got out of this was more awareness for this club.

**Flyer 2**



**Contrast:** The person who created this flyer showed the use of contrast in her choice of colors because she chose very bright colors which made it stand out and sort of pop off the white paper. **Repetition:** In this flyer they did not really show much repetition other than the repeated use of bright colors. **Alignment:** While looking at this flyer I noticed that it seemed she wanted to word chocolate to stand out the most because it is the only word that is centered at the top of the page and the rest of the words are all aligned the same way underneath of the word chocolate. **Proximity:** The creator of this flyer also did not show much use of proximity. The reason I say this is because she said “Chocolate Bars Sold Here” really big which took up most of the paper and she had the price of one dollar really small off to the side, so in my opinion she could have made better use of her space.  **Purpose:** The purpose of this flyer was to let people know that she was selling chocolate bars. **Audience:** The audience for this flyer are mainly the people who live my hallway because she had it hanging on her door so when everyone walked by they would see it. **Genre:** In my opinion I believe that the genre for this flyer would be advertisement. The reason I think this is because like I said before she had it hanging in her door to let people know that she was selling the chocolate. **Engagement:** What the creator got out of this was a form of advertisement so she could sell more chocolate bars.

**Flyer 3**

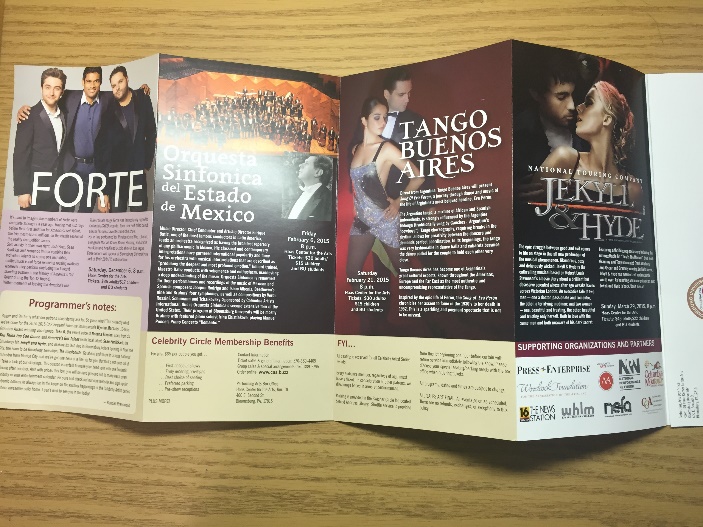


**Contrast:** In this flyer I can honestly say that the contrast is awful. The person or people who created this flyer did not use any color what so ever which makes this flyer very boring and very easily missed.

**Repetition:** Throughout this whole flyer they used the color scheme of black and white and the repeatedly centered everything. **Alignment:** Everything in this flyer from the title, pictures, and information is centered. **Proximity:** In this flyer they did not really use any lines or anything to separate the information, they basically just got a bunch of stuff they wanted to say and plopped onto a flyer. **Purpose:** The purpose of this flyer is to get the word out to people that there is a judo club here at Bloomsburg University and I am assuming that the creators are trying to get more people to join. **Audience:** The audience that this flyer was pointed towards were people who are interested in judo or maybe people who want to know more about judo because it says at the bottom that beginners are welcome. **Genre:** In my opinion this flyer fits under the genre of informative or fighting because they are informing students that there is judo club and they want people to come join. **Engagement:** What the creator got out of this was more awareness for his/her club.

**EAR 2:**

**Brochure 1**



**Contrast:** This brochure is separated into 5 different section and each section has its own music ensemble that it tells about. There is a form of contrast in each section of this brochure for example in the “Tango Buenos Aires” section they have a dark maroon background and white letters to describe the ensemble.

**Repetition:** Even though this brochure tells about a different music ensemble in every section the creator still put a form of repetition in. One of the examples that I have noticed from this piece is in each section at the bottom they have the tan looking section and in each of these sections they have the time, place, and date of when these musicals will be happening.

**Alignment:** Each of these sections has its own form of alignment. One example of alignment that I liked in this brochure was in the “Tango Buenos Aires” section when they had the title in the same alignment with the actual text.

**Proximity:** In this brochure they did a great job giving everything its own place. The example of proximity that I have found was again at the bottom of each section when they separate the information from of the music ensemble and the information of where and when it is going to take place.

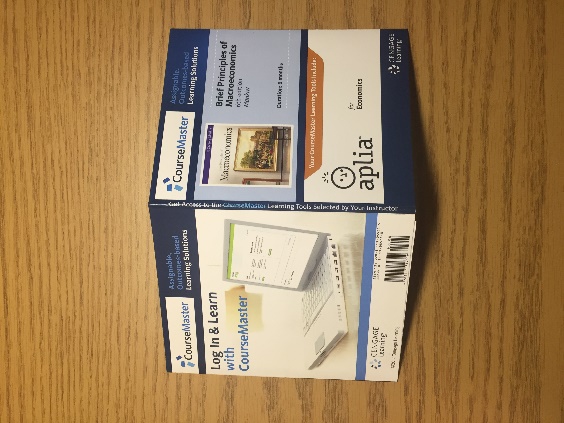
**Purpose:** In my opinion the purpose of this brochure is to let people know what each music ensemble is about and to get them interested in coming to the performances.

**Audience:** The audience for this brochure are the students taking music listening because that is where they were handing them out.

**Genre:** I believe the genre for this brochure is musical.

**Engagement:** What the creator got out of making this brochure was basically an advertisement to get the word out there that these performances were taking place here at the Haas Center.

**Brochure 2**



**Contrast:** In this brochure they didn’t have just a white background with words typed in it you can tell they put time into it because the main color they put into it was blue but they used many different shades of blue. I like how for the borders they used darker blue and a lighter blue for the area where the text goes

**Repetition:** In this brochure they used a lot of repetition and when I look at it I notice mostly the color repetition, what I mean is the color scheme that they used. They repeatedly used the same colors (dark blue, light blue, and white).

**Alignment:** While I was looking through this brochure I noticed that with all of their information they aligned it to the left. I guess you could say this is another form of repetition because they did it throughout the whole brochure.

**Proximity:** I like how they used their space and how they separated their information. Whenever they want to transition into a different part of the brochure they make a different box for different information.

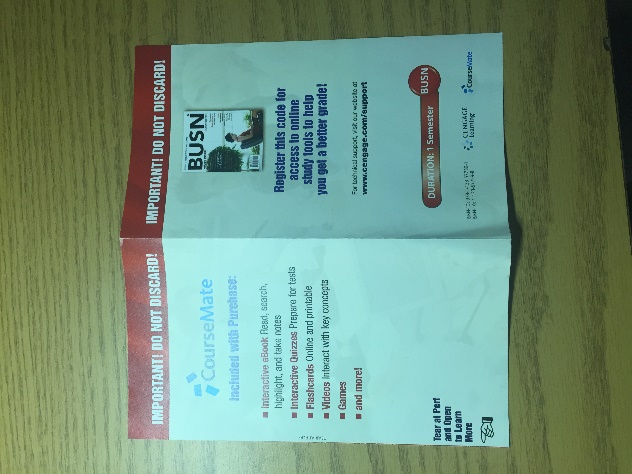
**Purpose:** I believe the purpose of this brochure is to get people to want to buy their computer program.

**Audience:** In my opinion the audience for this brochure are college students.

**Genre:** In my opinion I believe this is an informative brochure because it is telling you why you should buy this program.

**Engagement:** What the creator got out of making this brochure was the basically an advertisement to show how great their application is.

**Brochure 3**



**Contrast:** In this brochure they have many things that pop out to a reader. One example of what they did was the picture in the background of the whole thing (may not be able to see because of the quality of the picture). Another thing they did was the colors of the words, all of the words are in blue, red, or black which makes the words pop off the page.

**Repetition:** The repetition that the creator used was also in their color scheme, they repeatedly had the red border at the top and they had red letters in all of their bullet points.

**Alignment:** In this brochure they didn’t really stick to one form of alignment. On the front they had everything centered then on the back they had the title centered and the information aligned to the left.

**Proximity:** In this brochure they didn’t really do anything to separate the information other than changing the color of the font.

**Purpose:** I believe the purpose of this brochure was to inform students who buy their program on how to use it.

**Audience:** The audience for this brochure is college students or maybe even just business major. The reason I say this is because I picked it up from my business teacher in class.

**Genre:** I believe the genre that this brochure would fit under would be informative because it is letting us know what the program does and how to use it.

**Engagement:** What the creator of this brochure got out of making this was showing that their product is easy to use and it showed people why they should get it.

**EAR 4:**

**Satire 1**



**Contrast:** In this form of satire the creator used the huge picture of a cigarette container to stand out at out to get the message across that smoking is not good for you.

**Repetition:** In this picture they repeatedly have picture of women smoking on the side and every women is saying something that is false about what cigarettes do to the body.

**Alignment:** The creator of this satire has all the women smoking cigarettes aligned on the right and the huge pack of cigarettes aligned on the left.

**Proximity:** I like how the creator of this satire separated the women on the side by giving them all their own little cloud so that it doesn’t look like they are just floating there.

**Purpose:** I believe the purpose of this satire was to get the point across that smoking leads to cancer.

**Audience:** The audience for this satire are women smokers or all smokers in general. Another audience that this could be pointed at would be kids who are growing up because it might prevent them from smoking.

**Genre:** If satire is a genre it would perfectly fit under that but if not I would say it fits into persuasive.

**Engagement:** What I believe the author got out of making this satire was putting the word out there that smoking causes cancer and everyone should stop smoking.

**Satire 2**



**Contrast:** In this example of satire the creator used a lot of bright colors to make this picture stand out, for example the rainbow really pops out and makes you want to pay attention to this picture.

**Repetition:** The creator of this satire repeatedly used the fairytale background to get the satire across.

**Alignment:** In this satire the creator aligned his main point in the center of the picture so that everyone knew that is what they wanted us to look at.

**Proximity:** In the satire I like how the creator used the little air bubble to put the saying in, it really made it easier to read.

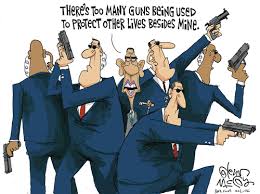
**Purpose:** I believe the purpose of creating this satire was to get the point across that this country is in debt and we cannot just make more money to try and get out of it.

**Audience:** I believe the audience is anyone in the United States because this topic refers to all of us.

**Genre:** this satire would fall under the genre of political because it has to do with our government and our president Barrack Obama is sitting on the unicorn.

**Engagement:** What the creator of this satire got out of it was to show that this is real life and this national debt effects all of us.

**Satire 3**



**Contrast:** In this example of satire the creator sis not really use much color except for the secret service agent’s suits.

**Repetition:** The form of repetition that was used here is in the secret service agent’s suits because they all have the same exact suit on.

**Alignment:** The only form of alignment in this satire that I can find is with the wording. The person who created this put the centered the words coming out of the president’s mouth so it is basically hits the viewer right in the face.

**Proximity:** In this example of satire I feel like the person who created it could have separated the words a little better because they really only put a line connecting the words to the president. If I were to do it I probably would have put a little air bubble around it to make it stand out more.

**Purpose:** I believe the purpose of creating this satire was to show that our president is sort of two faced because he doesn’t like guns but yet all of the men that are around to protect him carry guns.

**Audience:** Just like the last example of satire I think the audience are the citizens of the United States because like I said it involves all of us.

**Genre:** This example of satire also falls under the genre of political because of the issue it brings up.

**Engagement:** I believe the creator of this satire wanted to get his/her opinion out there that they think Barrack Obama is two faced.